

## IN THE CLAIMS

Upon entry of the present response, the status of the claims will be as is shown below. The present listing of claims supersedes all prior versions and listings of claims.

1. (Previously presented) A method for designing a customized user interface for users, comprising:
  - categorizing a user population into at least two groups, each group having a plurality of users, based on at least one of user behavioral characteristics and user preferences;
  - describing the categorized user behavioral characteristics and user preferences;
  - modeling the described behavioral characteristics and user preferences using qualitative and quantitative models; and
  - applying said models to interface design, interactive interface testing, and interface system deployment.
2. (Previously presented) The method according to claim 1, the categorizing, the describing, and the modeling being based upon Categorize-Describe-Model (CDM) methodology.
3. (Currently amended) A method for designing a customized user interface for users, comprising:
  - categorizing users into at least two groups based on at least one of user behaviors and user preferences, each group having a plurality of users;
  - describing the categorized user behaviors and user preferences;
  - modeling the described user behaviors and preferences;

validating targeted user behaviors and user preferences of the model;  
tracking design requirements for the validated user behaviors and user preferences and  
customizing a different user interface design for each of the at least two groups according to the design requirements.

4. (Original) The method according to claim 3, further comprising incorporating said user interface into a graphical user interface (GUI) of a sales and billing negotiation system.

5. (Original) The method according to claim 3, further comprising incorporating said user interface into a telephone system.

6. (Previously presented) The method according to claim 3, further comprising incorporating said user interface based on a graphical user interface (GUI) provided on the Internet.

7. (Original) The method according to claim 3, further comprising incorporating said user interface into an interactive graphic user interface (GUI) system.

8. (Original) The method according to claim 3, further comprising incorporating said user interface into an automated teller machine.

9. (Original) The method according to claim 3, further comprising incorporating said user interface into a computer operating system.

10. (Original) The method according to claim 3, further comprising incorporating said user interface into a television programming interface.

11. (Currently amended) A method for designing a customized user interface for users, comprising:

categorizing a user population into distinctive groups, each group having a plurality of users;

describing behaviors and preferences of the user population for each distinctive group;

modeling said categorized user population using described behaviors and preferences;

documenting and validating pre-determined targeted behaviors and preferences of the model;

tracking design requirements for the validated behaviors and preferences;

integrating user-customization into a design by creating a user-profile in which the users select various navigation preferences and information display choices that can be applied throughout the interface;

customizing a different user interface for each group of users according to the design requirements; and

iteratively testing the design.

12. (Original) The method according to claim 11, further comprising incorporating said user interface into a graphical user interface (GUI) of a sales and billing negotiation system.

13. (Original) The method according to claim 11, further comprising incorporating said user interface into a telephone system.

14. (Previously presented) The method according to claim 11, further comprising incorporating said user interface based on a graphical user interface (GUI) provided on the Internet.

15. (Original) The method according to claim 11, further comprising incorporating said user interface into an interactive graphic user interface (GUI) system.

16. (Original) The method according to claim 11, further comprising incorporating said user interface into an automated teller machine.

17. (Original) The method according to claim 11, further comprising incorporating said user interface into a computer operating system.

18. (Original) The method according to claim 11, further comprising incorporating said user interface into a television programming interface.